

CASE STUDY

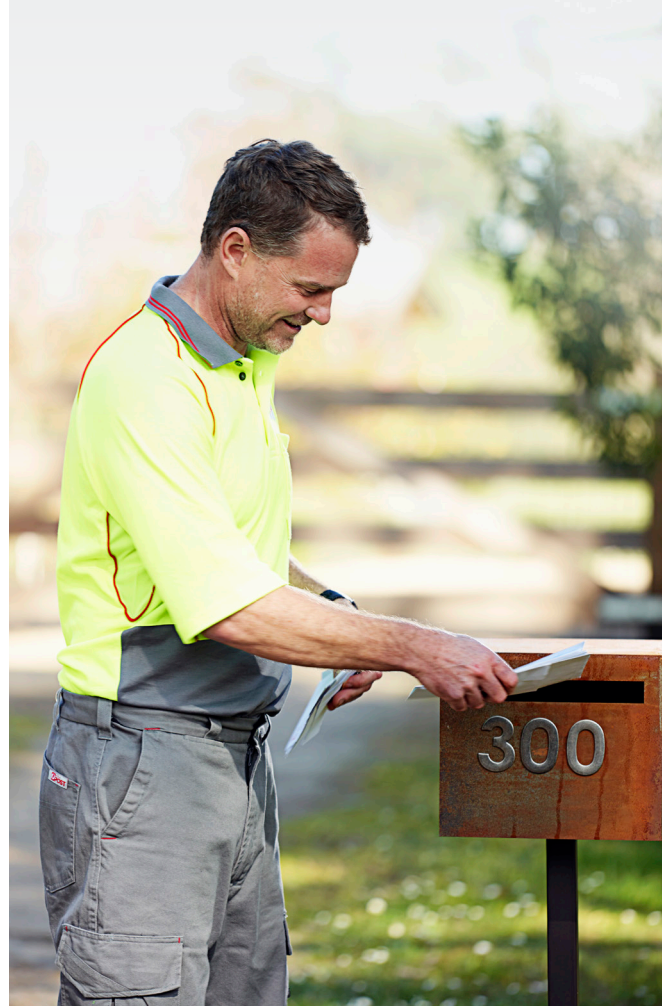
Using physical mail to help drive online adoption

Nextdoor is an online neighbourhood ‘hub’ for trusted connections and the exchange of helpful information, goods, and services.

Whether it’s finding a local business recommendation, sharing neighbourhood safety information, planning a local event, or combatting loneliness, Nextdoor helps communities thrive by building stronger, safer and happier neighbourhoods.

Through hyper-local neighbourhood networking, Nextdoor enables people to form online connections with neighbours in their local community.

Launched in the United States in 2011, Nextdoor now has more than 260,000 neighbourhoods across 11 countries.



Challenges



Launch the Nextdoor App in Australia.



Drive App downloads.



Promote organic growth.

Solution



Utilise physical mail to help drive digital conversion.



Find a local, fulfilment partner to enable the mechanics and business rules of a ‘triggered’ campaign.



Use a member-get-member model to drive organic growth.

Nextdoor has had success with physical direct mail in other countries and have used it to achieve relatively quick penetration and significant growth here in Australia.

Nextdoor utilises a member-get-member invitation model; enabling members to invite their neighbours to join, without them needing to have a pre-existing relationship.

“At Nextdoor, we connect people based on proximity, not preference, and this helps communities drive positive change. Because we are a hyper-local networking platform that focuses on neighbourhoods in every state and territory, direct mail helps us reach every corner of every suburb and gives everyone a chance to participate in a community discussion” says Jennie Sager, Head of Nextdoor Australia.

“In an era when most are focused on digital marketing and online campaigns, it’s amazing to see such great results from direct mail” Sager adds.

Whether you are looking to drive conversion or engagement, direct mail is certainly a channel worth exploring. And besides, who doesn’t love getting something special in their letterbox?” Sager adds.

Nextdoor members refer their neighbours online. These ‘references’ are received by Nextdoor’s fulfilment partner A&O, who triggers a direct mail invitation that encourages neighbours to sign up, verify their details, and join the community.

Nextdoor has found the intimacy of physical mail an effective way of driving online adoption; “direct mail gives neighbours an easy and personal way to invite those they don’t know to join them on Nextdoor.

Nextdoor members have embraced invitation letters as an important community building tool” says Sager.

Results

"Nextdoor Australia hired its first staff member in February 2019, and has seen tremendous growth since then. "We are now in 80% of Sydney and Perth suburbs, 86% of Melbourne suburbs, 75% of Adelaide and Canberra suburbs, and 90% of Brisbane" says Sager.

"In comparison, it took the US/UK about 3–4 years to get to that level of penetration, so we've grown fast and deep in Australia" she adds.

This growth has been attributed to the 500K+ neighbour-to-neighbour invitations mailed over a 12-month period. Nextdoor is seeing a 20% conversion rate – one in five households signing up.

This shows that direct mail continues to influence in a digital world – and can be an effective addition to a broader marketing strategy.



How it works

- 1 Kim has met some friendly locals at her neighbourhood dog park, but she doesn't have an easy way to contact them. Kim opens Nextdoor's in-app map of the neighbourhood where she lives. On this map, Kim can see which houses are on Nextdoor, and which houses haven't yet received an invite. Kim can click on the households near the dog park that are not on Nextdoor and choose to send them a personal invitation to join the local neighbourhood network. Kim doesn't know the name of the person living there, but can see on the map that they are a neighbour.
- 2 Kim selects the households on the map that she would like to send invitations to so that they can also tap into local information and join the neighbourhood conversations. Kim clicks 'send'.
- 3 The neighbours that Kim invited receive a piece of direct mail asking them to join their neighbourhood group (by visiting a URL).
- 4 Neighbours join by providing verification details.
- 5 Kim and her neighbours are connected in the private, closed Nextdoor community for their area.

Why Direct Mail?

Australia Post commissioned Accenture to produce a research report, Mail's Role in the Digital Age¹, which shows how direct mail can help cut through, create a connection, build trust and improve customer engagement.



81%
open and read
mail immediately
(vs. 63% for email).¹



65%
read every piece
of mail received
(vs. 52% for email).¹



74%
give complete attention
to reading mail
(vs. 61% for email).¹



81%
have a dedicated
place to keep mail
in the home.¹

To discover how direct mail can work for your business, contact your Australia Post account manager, call 13 13 18 or visit auspost.com.au

This information is for general information purposes only and is not intended to be specific advice for your business needs.

1. 'Mail's role in the digital age'; Accenture, 2020 – commissioned by Australia Post. https://auspost.com.au/content/dam/auspost_corp/media/documents/maills-role-in-the-digital-age-research-report.pdf